



# INDEPENDENT PLAYER CARE PROVISION

Protecting the person  
behind the player



Unique Dual-approach to Player Care | Wellbeing & Mindset

[www.yemindset.com](http://www.yemindset.com)

# THE MISSING PIECE: PLAYER CARE & WELLBEING

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## THE PROBLEM

Most clubs are confident they have **"performance"** covered through some form of sports psychology or internal provision. You have coaches for tactics, fitness, and technical work. However, ability is rarely the main reason a player drops out of form or fails to reach their potential - it is usually the pressure of life off the pitch impacting their wellbeing.

Statistics show that only 38% of male and 26% of female players feel comfortable raising mental health concerns with their club. They stay silent, and eventually, their performance drops, or they really struggle to "be present" in training and in matches.

## THE SOLUTION

This is where YEM fits in. We complement your coaching team and provide your club with a specific skillset.

Your coaching team are there to help win matches. They often don't have the time - or the specific wellbeing training or mindset related experience - to manage complex personal issues, depression,

anxiety, or home-life stress. When coaches have to be counselors, it blurs lines and adds to their workload. In some cases, it can make things worse.

## MY ROLE

My job is to handle the "person" so you can coach the "player."

I provide a confidential, independent outlet for your squad - provided by you as a Club. Whether it is balancing a full-time job with semi-pro football, handling criticism when you're mentally drained, or dealing with personal or family crises, I ensure players have a safe place to offload.

## THE APPROACH

As a qualified Trauma-Informed Practitioner with a diploma in Combined Psychology & CBT, sessions produce usable routines, not lectures - theory-light, practical-heavy. We keep it wellbeing-first, mindset-supported so players stay mentally available across the week and have the skillset required to be their best selves.

**Put plainly:** we provide a **wellbeing provision** so players are mentally **available more often, more consistent week to week**, and **feel supported** by their club.





**Initially we reached out to YEM for support delivering some wellbeing workshops. Those workshops were fantastic and we have developed a strong relationship ever since. Tristian is now our Head of Player Care.**

**On a weekly basis he is available for 1:1 player, staff and parent support. He helps us monitor daily wellbeing. Monthly, Tristian delivers a range of workshops to our players, staff and parents.**

**Tristian is highly respected and popular with all players and staff. He has had a huge impact in supporting players with mental health, creating a positive environment and regularly contributes to staff discussions."**

**Kieran Lee-Birch**  
The New Saints FC

# THE REALITY: THE HIDDEN RISK

**“Confidentiality and independence are highly important in provision of mental health support to athletes as an underlying concern about the impact on their career may prevent people from seeking help.”**

Performance Matters: Mental Health in Elite Sport

## THE STATS

- 62% of male and 74% of female players feel uncomfortable raising mental health concerns directly with their club. They prefer independent support.
- 63% of players met the criteria for at least one common mental disorder - anxiety, stress, depression. Part-time players are at even greater risk.
- FIFPRO research shows that 38% of active players have experienced symptoms of depression during their career.

The most common issues affecting performance aren't "bad form" - they are: **low mood, addiction, anxiety.**

**So clubs need an independent, non-clinical wellbeing outlet that players actually use - that's what YEM provides.**

**Sources:** PFA; FA Ireland; FIFPRO; Mind.



## LEO SMITH

**“After a few sessions with Tristian, I feel more organised in my head and better at letting go of a few things. The player care plans help me understand myself and what I need from a unique perspective to see changes. I think it's a much-needed part of football that still isn't developed enough, yet.”**

**Leo Smith**

The New Saints FC



# THE "OPEN UP" MYTH

## WHY "JUST TALK" ISN'T WORKING

### THE DIFFERENCE BETWEEN A COLD HELPLINE AND A MEMBER OF THE SQUAD.

The standard advice in life and sport is simple: "Men need to open up more."

We put posters on walls and give players a helpline number. But the data suggests that telling men to talk isn't the problem - the problem is who they want to be talking to, and whether they have the language to be understood.

### WHY THE "FREE SERVICE" MODEL FAILS IN FOOTBALL:

- **The Language Barrier:** Men in football often struggle to articulate what they are feeling. They know they are angry, frustrated, or "off," but they lack the emotional vocabulary to explain why. A 20-minute call with a stranger rarely solves this.
- **Cold & Disconnected:** A helpline is transactional. You are a case number. In a high-performance environment, players need relational support. Someone who knows the context of the dressing room, the pressure of Saturday, and the specific culture they live in.
- **Reactive vs. Proactive:** Helplines are for when the house is already on fire. YEM is about fire prevention.

### THE STAT THAT CHANGES EVERYTHING:

**91% of men who died by suicide had sought help.**

Source: Manup.how

### They didn't stay silent.

They reached out to the very services we tell them to use; helplines, doctors, mental health support services, charities - and they still didn't make it.

### THE YEM DIFFERENCE: I BECOME STAFF.

I am not a distant voice on a phone. I am a familiar face to the players that they associate with their wellbeing.

- I speak the football language: I help players translate insecurity and aggression into actual needs. I help them figure out what is wrong so they can fix it.
- I am part of the team: Because I am embedded in the club structure (even remotely), trust is built before a crisis hits.
- Understanding the Person: I don't just listen; I provide the tools to build the person back up.

**DON'T REDUCE YOUR DUTY OF CARE TO A POSTER ON THE WALL WITH A HOTLINE.**

# PROTECT YOUR ASSETS

## DUTY OF CARE & ASSET PROTECTION

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### WHAT IS PLAYER CARE?

The term Player Care isn't universally understood and can sometimes be reduced to **"showing concern"** and giving a pat on the back. It is actually about risk management. It recognises that players carry pressures from work, family, and financial stress onto the pitch.

For a lot of clubs with no current Player Care provision in place, this is the difference between a consistent squad and one that succumbs to external pressures because of life outside of football.

### AT YEM, OUR DUAL - APPROACH COVERS:

- Wellbeing Provision: Our wellbeing support looks after the person behind the player. We provide 1:1 confidential support, wellbeing tracking, and workshops. This helps players manage off-pitch pressures, communicate openly, and maintain positive mental health during personal challenges.
- Mindset Provision: Our mindset work focuses on an individual's character attributes; resilience, confidence, self esteem, motivation. Players learn strategies to handle pressure unique to them, cope with and reset after mistakes, and stay driven through setbacks.

Clubs who invest in Player Care from YEM build stronger culture, improved consistency, and genuine player loyalty - because when players feel cared for as people, they perform better as athletes.

### DO ANY OF THESE RISKS SOUND FAMILIAR?

- Players struggling to balance football with full-time jobs, family, crises or external factors?
- Absent mindset from players carrying worries and no support system to help them filter their thoughts and feelings?
- "Head-down" moments where a mistake leads to a 20-minute dip in performance?
- Talented players losing "the love" for the game?

### THE RESULT:

By introducing Player Care from YEM, you remove these distractions. You get a player who is unburdened, focused, and ready to work. You get the best return on your investment because the player is actually available to perform from a wellbeing and mindset perspective.



# CLUB PACKAGES OVERVIEW



	BRONZE	SILVER	GOLD
WEEKLY 1:1 SESSION(S)	✓	✓	✓
	1 HOUR PER WEEK	2 HOURS PER WEEK	3 HOURS PER WEEK
BETWEEN SESSION CHECK-INS WITH PLAYERS		✓	✓
WEEKLY SQUAD RESOURCES	✓	✓	✓
WHOLE CLUB/SQUAD MINDSET + WELLBEING DATA	✓	✓	✓
MONTHLY REVIEWS OF PLAYER ACCESS		✓	✓
CLUB ACCESS TO YEM DIGITAL APP		✓	✓
PERSONALISED DEVELOPMENT + PLAYER CARE PLANS	✓	✓	✓
	FOR SUPPORTED PLAYER(S) ONLY	FOR ENTIRE SQUAD	FOR ENTIRE SQUAD

## ACADEMY PLUS ADD-ON

WEEKLY ACADEMY ONLINE MENTORING SESSION  
 6 ACADEMY WORKSHOPS (LIFE SKILLS, WELLBEING, MINDSET)  
 STAFF CPD + PARENT WORKSHOP



“I’ve found the sessions really helpful and beneficial, both from a personal life perspective but also for my performances. Being able to get stuff off my chest with someone who I know understands me and my pressures makes a huge difference to what I carry around in my mind week to week”

**James Crole**  
 Newport County AFC

# WEEKLY SQUAD RESOURCES

## RAISING THE BASELINE AND BUILDING A SHARED LANGUAGE.

We don't just troubleshoot problems; we educate the dressing room including coaching staff. Every week, the entire squad receives bite-sized resources designed to upskill players in three critical areas - The Mindset, The Person, and The Professional.

### 1 THE MINDSET (ON THE PITCH)

**Focus:** Psychological tools to handle pressure and accelerate learning.

**In Action: The Black Box Debrief**

Based on aviation safety, this tool moves players away from toxic self-blame. Instead, we investigate the "crash" to find the specific technical or tactical error - fixing the mechanism, not attacking the person.

### 2 THE PERSON (OFF THE PITCH)

**Focus:** Protecting the human behind the athlete to manage anxiety and perspective.

**In Action: The 10-10-10 Rule**

A decision-making razor that cures short-term panic. By asking how a choice feels in 10 minutes vs. 10 years, players use "temporal distancing" to reduce impulsivity and stress.

### 3 THE PROFESSIONAL (THE STANDARD)

**Focus:** Instilling the habits, empathy, and emotional discipline of an elite athlete.

**In Action: The "Just Like Me" Drill**

A conflict-resolution tool for high-pressure environments. It helps players drop judgment when frustrated with teammates by realizing that "just like me, they are under pressure," allowing the squad to re-engage on the shared goal.

TRAUMA<sup>TM</sup>  
INFORMED UK  
SCHOOLS & COMMUNITIES

"I had the pleasure of supporting Tristian during the TISUK Community Course in 2025, and I can say with absolute confidence that he brought a rare combination of empathy, reflection, and determination to his learning. From the very start, he consistently demonstrated the capacity to see beyond behaviour and to stay curious about the feelings, needs, and unmet longings underneath.



# WHAT A SESSION USUALLY LOOKS LIKE? YEM'S 3C APPROACH

**YEM uses a simple framework called the 3C's - Calm, Challenge, Clarity. It's a flexible model that can be applied to different situations, sessions, and tools, but the outcome is always the same: less noise, better thinking, and clear next steps.**

**CALM:** reduce the noise and settle the mind - creating a safe, supportive space where concerns can be shared honestly and progress can start from the right place.

**CHALLENGE:** question what's really going on and shift what isn't helping - this is the key part of the process, because it's where the real obstacle is identified and overcome.

**CLARITY:** decide the next step and keep it simple - leaving with a clear direction, and an understanding of what each person's role is in moving things forward.

**What stood out most was his genuine emotional attunement - his ability to listen deeply, hold space safely, and respond in ways that made others feel understood rather than judged. He approached every session with openness, humility, and a real commitment to growth, both personally and professionally. Tristian is someone who doesn't shy away from the hard work of self-reflection. He embraces challenge, seeks feedback, and actively works to expand his capacity for relational practice.**

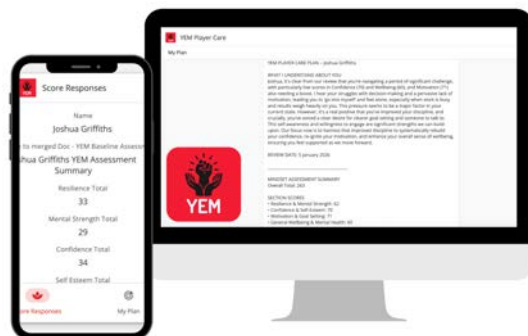
**He has a grounded presence, an emotionally healthy way of engaging with others, and a clear desire to use his skills to make a positive difference. Any club or organisation would be fortunate to have someone with his compassion, insight, and relational intelligence. He brings heart, thoughtfulness, and integrity to everything he does."**

**Siobhán Garrett**

SMT Strategic Lead for Implementation & Impact - Trauma Informed S&C UK

# YEM DIGITAL: YOUR TOOLKIT IN YOUR POCKET

We don't **"chat and forget."** The clarity we find in a session is converted into a digital format that lives on your phone. This ensures that the advice and strategies we build are available to you exactly when you need them - **independent of the club and 100% private.**



## WHAT'S INSIDE THE APP:

### YOUR PLAYER CARE PLAN:

Clear, simple steps you are working on in direct correlation to the targets you identify. No guessing what you need to do next; you have a specific plan to move forward.

### YOUR STRATEGY BANK:

A collection of tools unique to you and your areas of development. Four strategies and four challenges, enough to keep you occupied and engaged between sessions. It's all stored here for you to revisit and repeat.

### SESSION NOTES & RECAPS:

You don't need to try and remember everything from our conversation. Key points and "lightbulb moments" are saved securely, so you can refresh your mindset whenever you need to.

### PERSONAL + CONFIDENTIAL ACCESS:

You log in using your email address from the forms you completed. Nobody else can access your personal scores or player care plan.



**"Tristian has been excellent to work with, he is attentive and an excellent communicator, he helps you understand the why and works with you to find the best way to find solutions. Tristian is very easy going and makes you feel comfortable. I would 100% recommend it to anyone looking to improve their mental game or explore wellbeing support!"**

**Nathan Shepperd**  
The New Saints FC

# WHY YEM THE DIFFERENCE IS CLEAR

## THE CONFIDENT, NON-NEGOTIABLE REASONS TO CHOOSE YEM'S PLAYER CARE.

- **A skilled + experienced member of staff, fraction of the cost:**  
YEM becomes a part of the team. We provide, support and advise on all aspects of Player Care within your club.
- **Truly independent & discreet:**  
Players can speak openly, without club dynamics getting in the way. A confidential outlet they actually use.
- **Theory-light, practical-heavy:**  
Tailored routines and tools that can be used this week - not long lectures or vague advice.
- **Your tools, always available:**  
Everything is saved to a personal digital plan (phone or laptop) so it's easy to revisit and repeat.
- **Wellbeing + mindset, done properly:**  
We support the person (wellbeing) and develop the player (mindset) a skillset that complements your coaching team.
- **Support between sessions:**  
Light-touch check-ins with clear boundaries, so players stay on track and feel supported across the week.





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